

## ABSTRACT OF THE DISCLOSURE

A plasma display apparatus with low power consumption and high speed response is disclosed. The plasma display apparatus includes: a plasma display panel driven by discharge sustain voltage in the form of pulses; an analog-digital converter digitizing image signal inputted from the external; a plasma display panel drive unit converting the digitized image signal into scanning pulses and data pulses driving the plasma display panel and outputting these pulses to the plasma display panel; a power supply unit supplying the discharge sustain voltage to the plasma display panel drive unit; and a controlling unit adjusting the output gain of the analog-digital converter in response to the variation of the output voltage of the power supply unit. With this plasma display apparatus, it is possible to quickly respond and reduce the power consumption occurring when the plasma display panel displays the high luminance of image signal.